



ORDER

Flight Dates **09/22/12-09/24/12**

Contract / Revision **311976 /**

Original Date / Revision
09/21/12 09/21/12

Advertiser **DCCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Democratic Congressional Campai

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1847**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 14% Market Value 259392

Competing Station	% of Order	Amount
CABLE	%	0
KASW	3%	7781
KDRX	%	0
KPHO	20%	51878
KPNX	18%	46690
KPPX	%	0
KSAZ	26%	67442
KTVK	16%	41502
KTVW	%	0
KUSK	%	0
KUTP	3%	7781
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	29	\$30,867.75	\$36,315.00	0.00
Totals	29	\$30,867.75	\$36,315.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/24/12	29	\$30,867.75	\$36,315.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	09/24/12	09/24/12	M-F 430-5am M-F 430am News	CM	430-5am	M-----	:30	1	\$40.00	P-6	0.00 NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----			1		\$40.00		0.00			
N 2	KNXV	09/24/12	09/24/12	M-F 5-6am M-F 5-6am	CM	5am-6am	M-----	:30	1	\$175.00	P-3	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----			1		\$175.00		0.00			
N 3	KNXV	09/24/12	09/24/12		CM	6am-7am	M-----	:30	1	\$500.00	FX	0.00 NM	1	\$500.00



KNXV

Print Date: 09/21/12

Page 2 of 4

Contract / Revision **311976** Flight Dates **09/22/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/21/12/ 09/21/12

Order Sep 00:20:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1847**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 6-7am M-F 6-7am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$500.00		0.00			
N 4	KNXV	09/24/12	09/24/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M- - - - -	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$500.00		0.00			
N 5	KNXV	09/22/12	09/22/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	- - - - - S-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - - S-					1	\$200.00		0.00			
N 6	KNXV	09/23/12	09/23/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	- - - - - S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - - S					1	\$150.00		0.00			
N 7	KNXV	09/24/12	09/24/12	M-F 10am-11am The View	CM	10am-11am	M- - - - -	:30	1	\$400.00	P-6	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$400.00		0.00			
N 8	KNXV	09/24/12	09/24/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	M- - - - -	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$200.00		0.00			
N 9	KNXV	09/24/12	09/24/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	M- - - - -	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$350.00		0.00			
N 10	KNXV	09/24/12	09/24/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	M- - - - -	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$450.00		0.00			
N 11	KNXV	09/24/12	09/24/12	M-F 3pm-4pm Katie	CM	3pm-4pm	M- - - - -	:30	1	\$400.00	P-6	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$400.00		0.00			
N 12	KNXV	09/24/12	09/24/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M- - - - -	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$400.00		0.00			
N 13	KNXV	09/24/12	09/24/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M- - - - -	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$800.00		0.00			
N 14	KNXV	09/24/12	09/24/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M- - - - -	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$1,200.00		0.00			
N 15	KNXV	09/24/12	09/24/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M- - - - -	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$1,200.00		0.00			



KNXV

Print Date: 09/21/12

Page 3 of 4

Contract / Revision **311976** Flight Dates **09/22/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/21/12/ 09/21/12

Order Sep 00:20:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1847**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	KNXV	09/24/12	09/24/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$1,200.00		0.00			
N 16	KNXV	09/24/12	09/24/12	ABC World News M-F 5:28-5:30pm	CM	5:30pm-6:30pm	M-----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$2,000.00		0.00			
N 17	KNXV	09/22/12	09/22/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$600.00		0.00			
N 18	KNXV	09/24/12	09/24/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$1,200.00		0.00			
N 19	KNXV	09/22/12	09/22/12	PR Various Non-Net 1 PR Various Non-Net 1	CM	830-9p	-----S-	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$700.00		0.00			
N 20	KNXV	09/24/12	09/24/12	Monday 7-9pm Monday Prime 7-9pm	CM	7pm-9pm	M-----	:30	1	\$6,050.00	P-6	0.00	NM	1	\$6,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$6,050.00		0.00			
N 21	KNXV	09/24/12	09/24/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$5,000.00	P-6	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$5,000.00		0.00			
N 22	KNXV	09/23/12	09/23/12	Primetime Emmy's Pre-Show Emmy's Red Carpet Live	CM	4-5p	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$1,500.00		0.00			
N 23	KNXV	09/23/12	09/23/12	Primetime Emmys Primetime Emmys	CM	5p-8p	-----S	:30	1	\$7,500.00	P-3	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$7,500.00		0.00			
N 24	KNXV	09/24/12	09/24/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$1,500.00		0.00			
N 25	KNXV	09/22/12	09/22/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$1,000.00		0.00			
N 26	KNXV	09/23/12	09/23/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$1,500.00		0.00			



KNXV

Print Date: 09/21/12

Page 4 of 4

Contract / Revision **311976** Flight Dates **09/22/12-09/24/12**

Hiatus Dates

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Order Sep 00:20:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1847**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N26	KNXV	09/23/12	09/23/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$1,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	09/17/12-09/23/12		SU 10-1035pm		10pm-1035pm	-----Su	:30		(\$1,500.00)		0.00	NM		
See MG 26.2															
2	KNXV	09/17/12-09/23/12		Prime News		8p-9p	MTWThFSaSu	:30		\$1,500.00		0.00	NM		
Ⓜ MG for 26.1 09/23															
N27	KNXV	09/24/12	09/24/12	Nightline Nightline	CM	1035p-1102p / 113M	-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$500.00		0.00						
N28	KNXV	09/24/12	09/24/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M	-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$200.00		0.00						
N29	KNXV	09/24/12	09/24/12	M-F 1206am-110am Katie - Repeat	CM	1206am-106am	M-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$100.00		0.00						
Totals														29	\$36,315.00